



InSem Examination-II Summer 2024		
Exam Seat No.:		
Academic Year: 2023-2024	Semester: II	
Name of Programme: FYMBA	Pattern: 2022	
Name of Course: Business Communication- II	Course Code: MBA22212	
Max. Marks: 30	Duration: 1 hr	

<p>Instructions: Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.</p> <ol style="list-style-type: none">1. This question paper contains __1__ page(s).2. Answer to each new question is to be started on a new page.3. Assume suitable data wherever required, but justify it.4. Draw the neat labelled diagrams, wherever necessary.5. The last column indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.6. Solve (a) or (b) and (c) or (d) from Q. No. 1 and 2

Question No. 1 Attempt following Question

a) What are the types of formal communication? (5) CO1

OR

b) What are the types of written communication? (5) CO1

c) Explain the advantages and disadvantages of business communication? (10) CO1

OR

d) Illustrate the Bloom's Taxonomy of learning? (10) CO1

Question No. 2 Attempt following Question

a) What is the writing style / tone of written communication? (5) CO2

OR

b) Draft a format of business communication letter? (5) CO2

c) Summarize the rules of good communication? (10) CO2

OR

d) Describe how to develop a logical paragraph in written communication? (10) CO2

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